

QUARTERLY STATUS REPORT

January-March, 1967

Technology Application Center  
The University of New Mexico  
Albuquerque, New Mexico

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## SUMMARY

During the third quarter of fiscal year 1966-67 one Associate Member firm agreed to sign up for another year of TAC services and one Affiliate Member was added to the list of member firms. This brings the total number of members to 22 with fees of \$25,050.00.

Marketing efforts during the third quarter consisted principally of contacting and presenting TAC's program to 43 firms. By the end of the quarter a total of 133 Retrospective Searches had been performed and 85 Selective Dissemination profiles were being run. Additionally, 83 issues of Industrial Applications Reports (2060 copies), 329 Tech Briefs (3101 copies), and 71 SP-5000 series publications were distributed during the quarter. Total Gemini photos distributed to the end of the third quarter amounted to 1777 prints. At the end of March TAC employed a total of 20 employees amounting to approximately 14 full-time equivalents.

TAC has two principal programs--the Associate Member Program and the Affiliate Member Program. The Associate program offers complete, comprehensive, tailored, personalized information transfer based on the Retrospective Search, the Selective Dissemination Profile, and the Industrial Applications Report. The Affiliate program is limited in scope, experimental in nature and is designed to aid the small firm with limited capacity to absorb scientific and technological information and data. Work continued on the Natural Resources Program with the submittal of a report on a study of available data for the program from Multiple NASA sources. The COSMIC program resulted in requests for 22 source decks for interested users.

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I. TAC OPERATIONS

A. Membership

1. Total members as of December 31, 1966 - 21
2. New members and renewals acquired during third quarter,  
fiscal 1966-67 - 2  

A.R.F. Products, Inc., Raton, New Mexico - renewal  
Waldo Lynch, New York, New York - new Affiliate Member
3. Total members at end of third quarter - 22
4. Total fees for third quarter, fiscal 1966-67 - \$1,050.00
5. Total fees to end of third quarter, fiscal 1966-67 - \$25,050.00

B. Marketing

1. Total companies given TAC presentation this quarter - 43  

Total presentations to date - 158
2. Companies expressing positive attitude toward TAC at end  
of quarter - 46
3. Companies giving negative responses this quarter - 12  

Total negative responses to date - 92

C. Dissemination Activity

1. Regular Services
  - a. Retrospective Searches performed this quarter  

Computer - 43  
Manual - 19

Total RSSs performed at end of third quarter

Computer - 108

Manual - 25

- b. Selective Dissemination Profiles initiated - 46
- c. Total current Selective Dissemination profiles - 85
- d. Industrial Applications Reports distributed during third quarter

Issues - 83

Copies - 2060

Total issues end of third quarter - 401

Total copies end of third quarter - 5572

- e. Tech Briefs distributed during third quarter

Issues - 329

Copies - 3101

Total issues end of third quarter - 647

Total copies end of third quarter - 6613

- f. SP-5000 series publications distributed at end of third quarter - 71

SP series for fiscal 1966-67 - 210

2. Special Services

Gemini photos distributed, third quarter - 1071

Total Gemini photos distributed at end of third quarter - 1777

3. Full reports supplied as a result of regular service

STAR - 182

IAA - 67

Other - 44

Total STAR at end of third quarter - 766

Total IAA at end of third quarter - 268

D. Personnel

Total number of TAC employees - 20 (9 full-time)

1. Administrative Personnel - 4
2. Senior Engineers - 3
3. Applications Engineers - 4
4. Engineering Assistants - 2
5. Other (clerical, etc.) - 7

## II. TAC PROGRAMS

### A. Associate Member Program

#### 1. Description

The Associate Member Program is the key program offered and promoted by the Technology Application Center. It provides for industry complete and comprehensive access to the NASA information base. It is designed to meet the exacting requirements of those companies who possess diversification in their product scope and staff membership, and who are in a favorable financial position to readily benefit from individually tailored scientific and technological interest profiles.

Under this program the Technology Application Center provides three standard services for member companies on a continuing basis. The types of service and their descriptions are:

- a. Retrospective Search Service (RSS) - The Retrospective Search Service provides a tailored computerized search of aerospace literature for documents applying to a specific and well defined technological problem. The literature searched generally covers a period of approximately five years, including very recent information. The output to member companies is a select number of relevant document abstracts.
- b. Selective Dissemination Service (SDS) - The Selective Dissemination Service provides a semi-monthly computer

screening of all new documents pertinent to each member company's scientific and technical interest profile. Center staff engineers review the computer designated abstracts for relevancy and forward only those new document abstracts which are in direct support of the company interest profile.

- c. Industrial Applications Reports (IAR) - The Industrial Applications Report service consists of a semi-monthly mailing of several announcements of technical innovations which have been identified by TAC personnel as having general and/or specific commercial applications to member firms. The sources of these documents cover NASA, AEC, DOD and other government documents, as well as civilian professional and technical publications. The announcements are disseminated in two categories: Industrial Applications Reports and Tech Briefs.

The Center also provides an ordering service for full length documents, either in microfiche or hard copy, for each of the above detailed standard services. In addition, Center staff engineers are available to discuss the documents and assist in interpretation and implementation to the degree required by the member company.

These features, together with a unique knowledge of the contents of the NASA information base, and an intimate knowledge of the members' requirements and plans comprise the Center's "value added" concept. The value added to

information in the normal transfer process is considered the final measure of its effectiveness.

The fee schedule for Associate Membership in the Technology Application Center is largely determined by the respective amounts of required service and is based to a very considerable extent on the number of individual technological "interest profiles" and retrospective searches requested. In general, the Center's annual Associate Membership fees begin at \$1,000 and escalate upwards to \$5,000 according to the firm's expected usage. In those instances where the company specifies a special broad-range program the fees will exceed \$5,000 per year.

## 2. Special Services

Work has continued on two new special services introduced during the first quarter to the Technology Application Center's Associate Member firms. These special services are offered to all member companies who have the skill, knowledge and equipment to assess and utilize the service outputs.

- a. Natural Resources - In addition to the dissemination of documented information on natural resources as part of its Regular program outlined above, the Center has continued to evaluate and edit photographs obtained on Gemini Flights IV through XII. The Center's engineering staff is also continuing to gather background data on the various ground truth sites that have been selected

for NASA's Earth Resources Survey Program. All evolved data will be passed to the qualified user companies in a timely manner.

A special study was submitted by TAC on the examination, evaluation and identification of NASA programs and information which have specific applicability to the natural resources segment of the nation's economy.

- b. COSMIC Program - The Center has continued to provide notification of available COSMIC programs to its members and has provided assistance in obtaining source decks when requested. As a result of this service, the Center placed twenty-two source decks with interested users during the quarter. As of this date, the Center has not been able to complete a follow-up program to ascertain the use made of these programs.

### 3. Comments

- a. Campaigning undertaken during the first quarter to present the Center's programs and develop membership outside of New Mexico was pursued during the third quarter. The purpose of this continued effort remains the same; the need to broaden the base of industrial support for the Center in this thinly industrialized region.

- b. From a total Center membership of twenty-two (22) firms, eight (8) are classified as Associate Members.
- c. The Center has not obtained any direct transfer for reporting purpose this quarter.

B. Affiliate Member Program

1. Description

The Affiliate Member Program is an experimental program designed to provide an association with the Center for the especially small firm having a limited range of technological interests and resources. Participants in the program typically have less than 50 employees, of whom only two or three have a significant degree of technical background. The Center provides the Affiliate Member with three basic (and limited) services:

- a. Problem Solving Information - This service attempts to provide documents that collectively satisfy an information request. Exhaustive computerized searches are not normally conducted and the output from this service does not equal the comprehensiveness of the retrospective search.
- b. Current Awareness Program - This service attempts to make use of previously developed selective dissemination topics including SCAN categories. Each Affiliate receives bi-monthly notification of new documents that are broadly related to the firm's interests. Unique new profiles are not developed to satisfy the individual Affiliate requirements.

- c. Industrial Applications Reports - Affiliate and Associate Members receive the same package of announcements.

## 2. Comments

Operating experiences during the quarter have tended to confirm the desirability of: (1) de-emphasizing the Current Awareness Service and (2) placing greater effort of the selection and dissemination of Industrial Application Reports and similar items. During the next quarter, the Center will interview Affiliate Members so as to document their impression of the existing program and, most important, to develop a format for desired program changes.

During the third quarter one new Affiliate Member joined the Technology Application Center.

### III. OTHER

- A. Revisits were made by members of TAC's staff to two Associate Member firms whose membership expiration date was approaching. Both firms indicated intent to renew. The firms were A. R. F. Products, Inc., of Raton, New Mexico, whose anniversary date is March 1, 1967; and Gulton Industries, Inc., of Albuquerque, New Mexico, whose anniversary date is April 1, 1967.
- B. Efforts were continued by TAC to cooperate with the Offices of States Technical Services in the Rocky Mountain and Southwest region. The representatives of the States Technical Services Act at both Texas A & M at College Station, Texas; and Southern Methodist University at Dallas, Texas; were visited by a member of TAC's staff. A speech was delivered at SMU to a gathering of industrial representatives from the area, arranged by the STSA manager, explaining TAC's facilities and cooperative efforts with the local States Technical Services office.
- C. A trip was made by a TAC staff member and a faculty consultant to the Knowledge Availability Systems Center in Pittsburgh, Pennsylvania, and to Documentation, Inc., in College Park, Maryland. This visitation provided a clear picture of the current state-of-the-art in computerized information retrieval techniques and formed the basis for the concepts advanced in the Center's computer feasibility study.

- D. The Center was visited in January by Mr. John Firth-Hand of Documentation, Inc.; in March by Mr. Philip Wright of the Office of Industrial Applications at the University of Maryland; and by Mr. Paul Constant, Director of ASTRA, Midwest Research Institute, Kansas City, in March.
- E. A new brochure describing the Center and its programs was published.